Title: PROCESS FOR CONSUMER-DIRECTED PRESCRIPTION INFLUENCE AND HEALTH

CARE PRODUCT MARKETING Inventor: Royce MORRISON Docket No.: 080382/0108

# Consumer-Directed Prescription Influence Service and Information System (CDPI System)

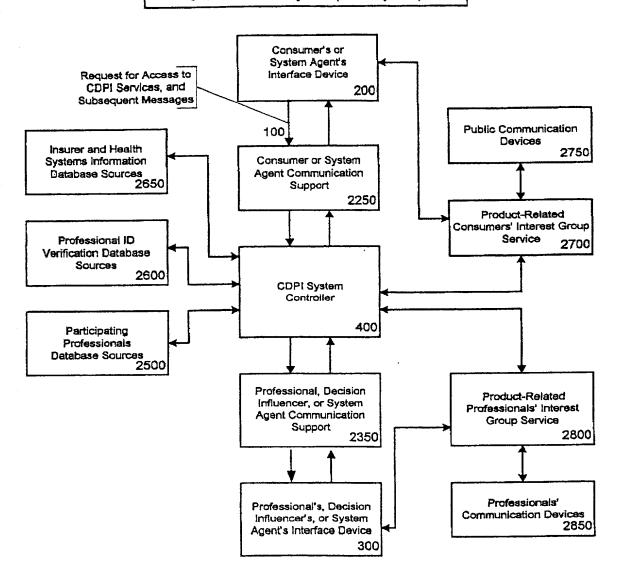


Figure 1

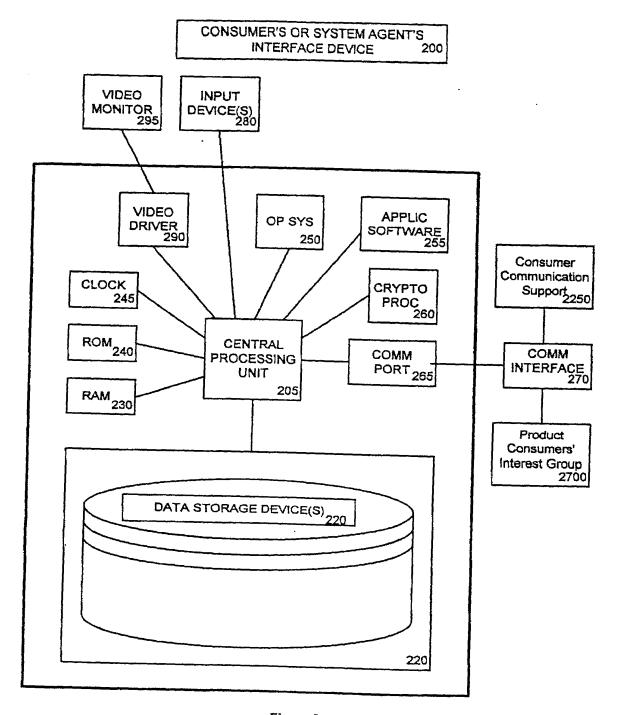


Figure 2

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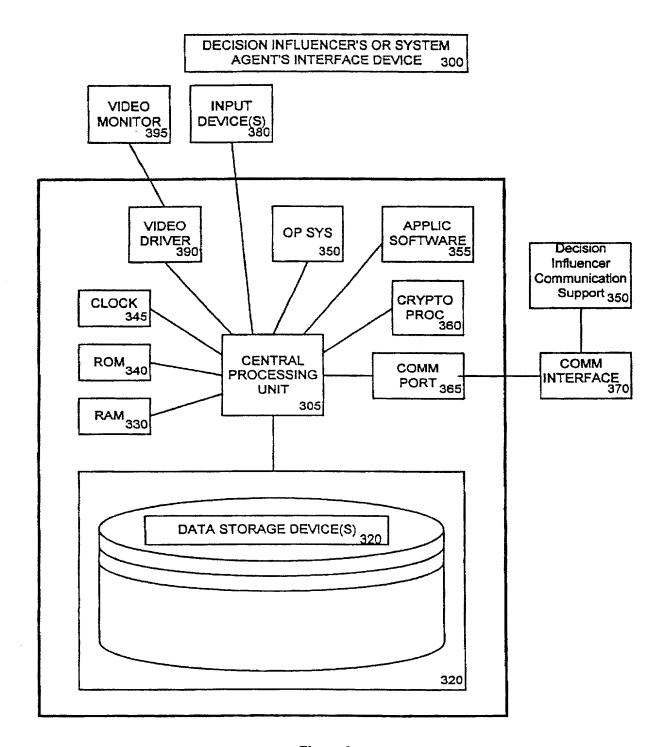


Figure 3

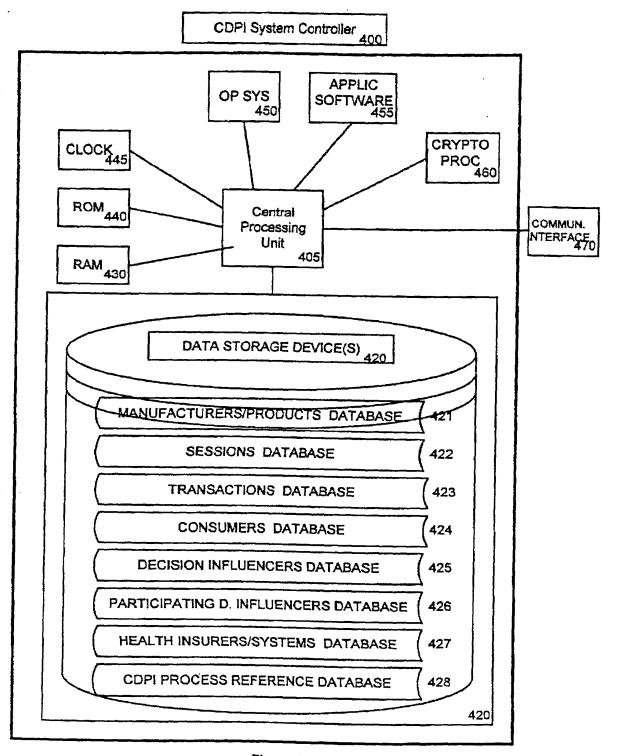
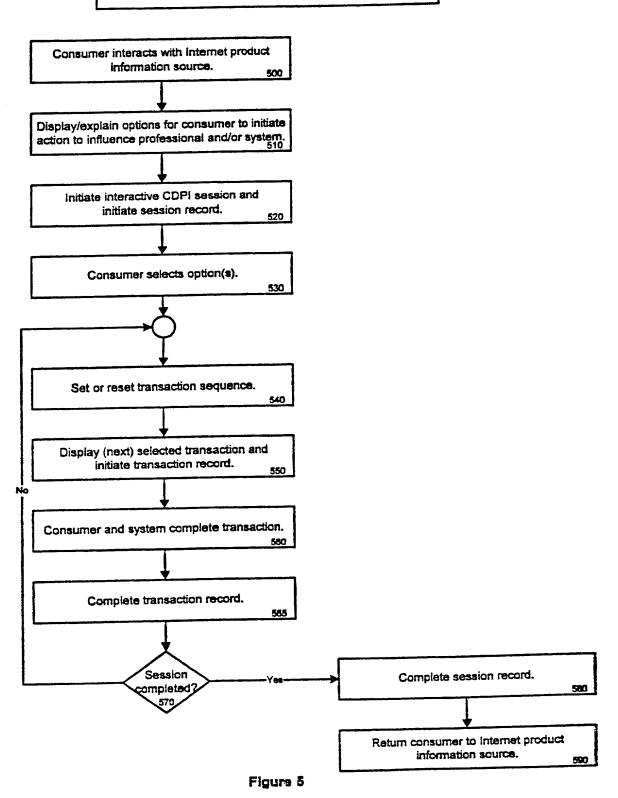


Figure 4

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#### Consumer-Directed Prescription Influence System Internet Interface Embodiment



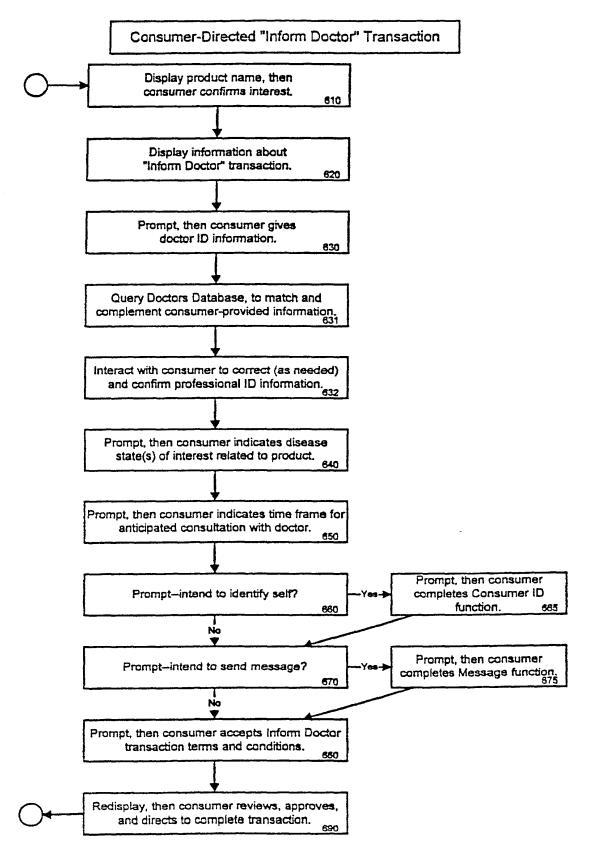
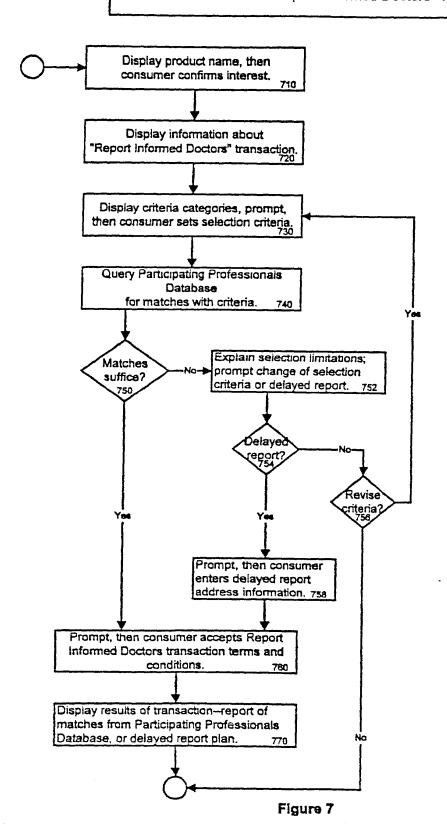


Figure 8

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## Consumer-Directed "Report Informed Doctors" Transaction



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## Consumer-Directed "Express Preference" Transaction

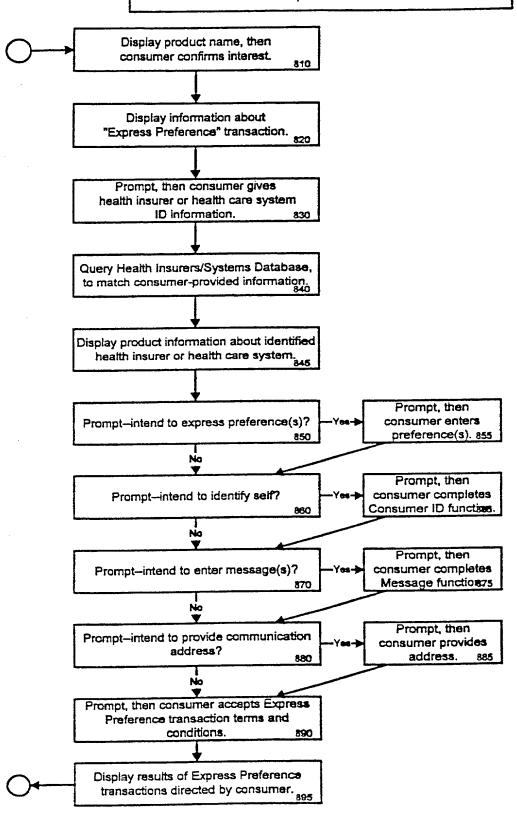


Figure 8

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# CDPI System - Consumer ID & Message Functions

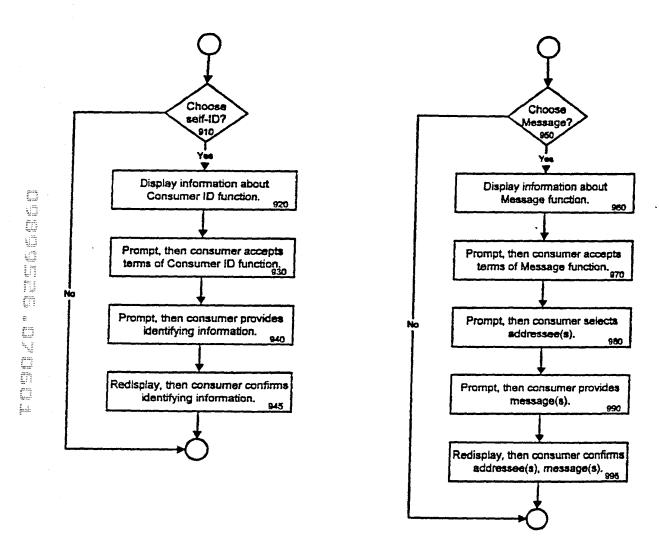


Figure 9

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## CDPI System - Consumer Receive Function

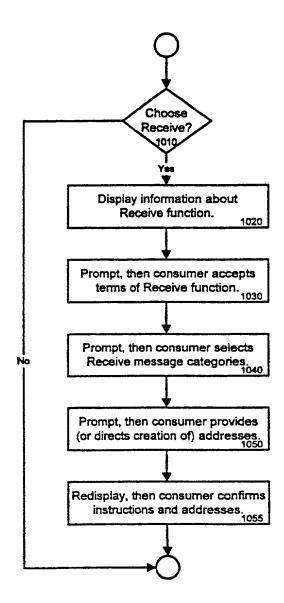


Figure 10

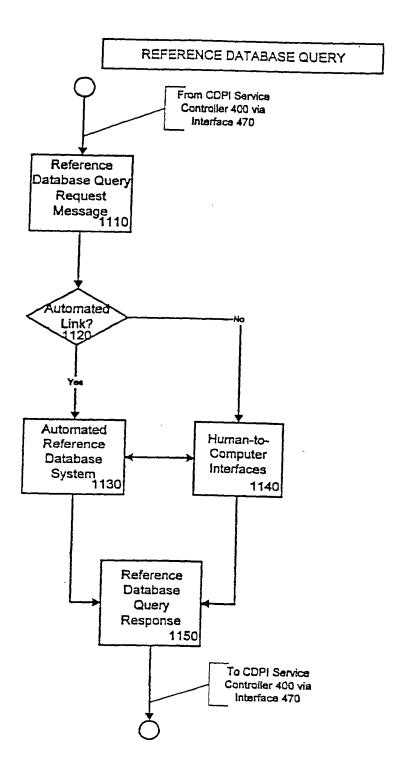
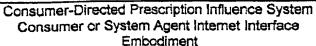


Figure 11

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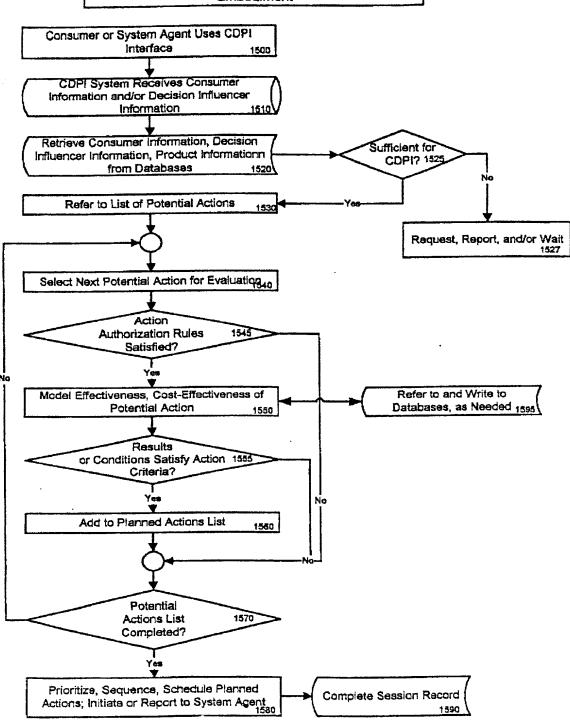


Figure 12

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## Action Outcome Analysis & CDPI System Medification

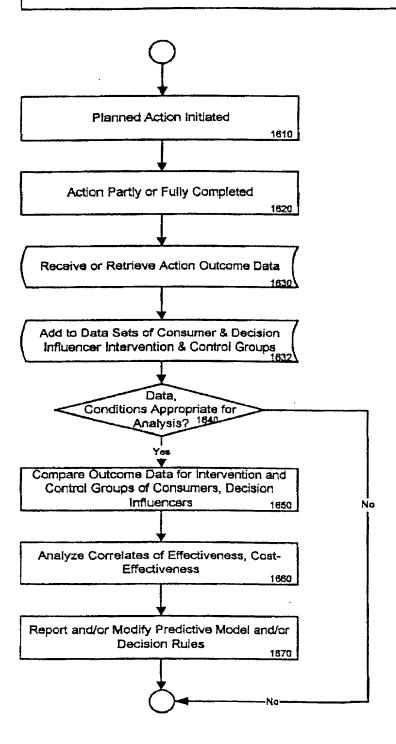


Figure 13

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# CDPI System - Consumer or Decision Influencer Opt-In Function

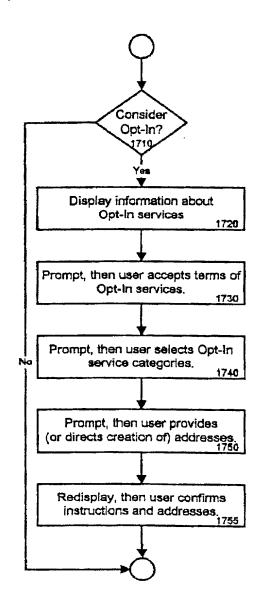


Figure 14

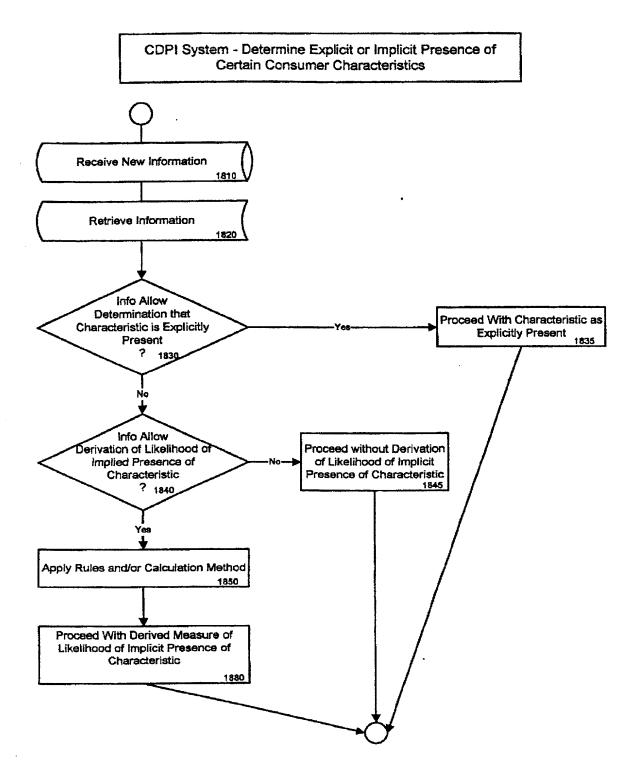


Figure 15